

11.15 – 13.00	<b>Theme 6</b>	<b>Competitive Edge and Technological Advances: New Technologies as a Tool for Enhancing the Competitiveness of SMEs in the Textile and Clothing Sectors</b>
	<b>Speakers:</b>	Ms. <b>Karin Ferriter</b> , Attorney, Office of International Relations, United States Patent and Trademark Office (USPTO)
	<b>Case Study:</b>	Mr. <b>Aldo Manzin</b> , Grindi srl, Tempio Pausania
	<b>Moderator:</b>	Ms. <b>Simona Marzetti</b> , Director, Direction for Transfer of Knowledge and Innovation, Institute for Industrial Promotion (IPI), Rome
		<b>Discussion</b>
13.00 – 14.00 <i>Lunch</i>		
14.00 – 15.30	<b>Theme 7</b>	<b>Evaluation and Valuation of Intellectual Property Assets in order to Maximize the Exploitation of Intangibles: How to Integrate Intellectual Property into Business Plans and Business Strategies</b>
	<b>Speakers:</b>	Mr. <b>Kelvin King</b> , Expert, Valuation Consulting, London Mr. <b>Pier Angelo Biga</b> , ICM Advisors, Turin
	<b>Case Study:</b>	Mrs. <b>Sara Giordani</b> , Technology Transfer Program & Laboratory Ltd., Vicenza
	<b>Moderator:</b>	Mrs. <b>Maria Ludovica Agrò</b> , Director, Ufficio Italiano Brevetti e Marchi (UIBM), Rome
		<b>Discussion</b>
15.30 – 17.00	<b>Theme 8</b>	<b>Using Intellectual Property Assets to Access Financing: Public and Private Opportunities</b>
	<b>Speakers:</b>	Professor <b>Prabuddha Ganguli</b> , Mumbai Mr. <b>Marco Canale</b> , Deputy Director General, Monte Paschi Siena Venture, Florence Mr. <b>Antonio Martini</b> , Manager, General Direction for Coordination and Incentives to Enterprises, Ministry of Productive Activities, Rome
	<b>Case Study:</b>	Mr. <b>Guido Von Scheffer</b> , Director, IP Bewertungs AG, Hamburg Mr. <b>Mario Cataldo</b> , Italian Banking Association (ABI), Rome
	<b>Moderator:</b>	Mr. <b>Massimo Goti</b> , Director General, General Direction for Coordination and Incentives to Enterprises, Ministry of Productive Activities, Rome
		<b>Discussion</b>
17.00		<b>CLOSING CEREMONY</b>
		Mr. <b>Roberto Cota</b> , Undersecretary, Ministry of Productive Activities, Rome Mrs. <b>Carlotta Graffigna</b> , WIPO



# WIPO-ITALY INTERNATIONAL SYMPOSIUM ON INTELLECTUAL PROPERTY AND THE COMPETITIVENESS OF SMALL AND MEDIUM-SIZED ENTERPRISES IN THE TEXTILE AND CLOTHING SECTORS

Jointly organized by:

Ministero delle Attività Produttive  UIBM (Ufficio Italiano Brevetti e Marchi)  WORLD INTELLECTUAL PROPERTY ORGANIZATION  IPI Istituto per la Promozione Industriale

Under the patronage of:

 *Ministero degli Affari Esteri*

Supporting Institutions:

 Città di Caserta   Unione degli Industriali della Provincia di Caserta

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**Caserta (Italy)  
November 30 and December 2, 2005**

Jean Monnet Faculty of Political Studies  
and Higher European Education  
of the Second University of Naples  
Real Sito Belvedere di S. Leucio

## PROGRAM

### WEDNESDAY, NOVEMBER 30, 2005

08.30 – 09.30 **Registration**

09.30 – 10.30 **OPENING CEREMONY**

Welcome addresses by:

Mr. **Antonio Grella**, Rector, Second University of Naples, Caserta

Mr. **Luigi Falco**, Mayor of Caserta

H.E. Mr. **Claudio Scajola**, Minister for Productive Activities, Ministry of Productive Activities (MAP), Rome

Mrs. **Carlotta Graffigna**, Director and Controller, Representative of the Director General of the World Intellectual Property Organization (WIPO), Geneva

Mr. **Carlo Cicala**, President, Union of Entrepreneurs of the District of Caserta

10.30 – 10.45 *Coffee Break*

10.45 – 11.30 **Theme 1 The Role of Intellectual Property in Enhancing the Competitiveness of Small and Medium-sized Enterprises (SMEs) in the Textile and Clothing Sectors**

**Speaker:** Mr. **Guriqbal Singh Jaiya**, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO

**Case Study:** Mr. **Stefano Artuso**, Head, Legal Department, Benetton Group  
Mr. **Vittorio Donati**, Director, Intellectual Property Department, Ermenegildo Zegna Holitalia SpA

**Moderator:** Mr. **Giandomenico Magliano**, Director General, Multilateral Economic and Financial Cooperation, Ministry for Foreign Affairs, Rome

11.30 – 13.00 **Theme 2 The Value Chain in Textile and Clothing Industries in Domestic and International Markets; Role of SMEs in the Textile and Clothing Industries; the Economics and Business of Fashion**

**Speakers:** Mr. **Mathias Knappe**, Senior Officer, Market Development Section, International Trade Center (ITC), Geneva

Mr. **Naji Mouwzannar**, Co-President, Euro-Med Working Group on Competitiveness of SMEs Working in a Textile and Clothing Sectors, Beirut

Ms. **Jinyan Cao**, Deputy Director General, Intellectual Property Development Research Center, State Intellectual Property Office (SIPO), China

**Moderator:** Mr. **Giandomenico Magliano**, Rome

**Discussion**

13.00 – 14.00 *Lunch*

14.00 – 15.30 **Theme 3 The Relevance of Intellectual Property for the Textile and Clothing Sectors: Domestic, Regional and International Aspects**

**Speakers:** Mr. **Guriqbal Singh Jaiya**, WIPO  
Mrs. **Patrizia Franceschina**, Attorney, Jacobacci & Partners, Turin

**Case Study:** Mrs. **Susana Fernández Martín**, INDITEX, Legal Department, Arteixo

**Moderator:** Mrs. **Carlotta Graffigna**, WIPO

**Discussion**

15.30 – 15.45 *Coffee Break*

15.45 – 17.15 **Theme 4 How to Maximize the Exploitation of Intangibles: Going Beyond the Protection of Intellectual Property Rights to Business Strategies based on Licensing, Franchising and/or Merchandising**

**Speakers:** Professor **Prabuddha Ganguli**, Advisor, Indian Institute of Technology, Mumbai  
Mr. **Fabrizio De Benedetti**, Delegate, Industrial Agents Association, Rome

**Case Study:** Mr. **Massimiliano Caforio**, Attorney, Legal Department, Gianni Versace SpA, Milan

**Moderator:** Mr. **Stefano Sandri**, Attorney, Member of the Commission for the Italian IP Law Code, Rome

**Discussion**

### THURSDAY, DECEMBER 1, 2005

09.30 – 11.00 **Theme 5 Intellectual Property in International Business Strategies: Opportunities and Challenges of Growing Market Integration**

**Speakers:** Mr. **Guriqbal Singh Jaiya**, WIPO  
Mr. **Christian Appelt**, Attorney, Boehmert & Boehmert, Munich

**Case Study:** Mr. **Paolo Mazzitelli**, Miroglio SpA, Alba

**Moderator:** Mr. **Amedeo Teti**, Director General, General Direction for Trade Policy, Ministry of Productive Activities, Rome

**Discussion**

11.00 – 11.15 *Coffee Break*